

A Shortcut for Doing Business in Africa, the Near East and South Asia

To succeed in international trade you need to work hard and work smart. That's especially true if you are trying to build new markets in new regions of the world. There is no substitute for spending a lot of time in those countries learning the needs of the market and making new contacts.

O.K. Maybe there is *one* shortcut.

If your company is currently doing business or looking to start doing business in Africa, the Near East, and South Asia (the ANESA countries), there is a unique opportunity to meet one-on-one with senior U.S. Commercial Service Officers from 18 key ANESA countries without even packing a passport.

Announcing the 2010 ANESA Conference

The Minnesota District Export Council is hosting a two-day ANESA Conference May 11-12, 2010, in Minneapolis, Minnesota, for U.S. companies doing business in—or interested in doing business in—Africa, the Near East and/or South Asia. The cost of this two-day conference is only \$275, a fraction of the cost of traveling to just one of the ANESA countries.

Attendees at the conference will learn more about the ANESA countries from government and business leaders with in-depth knowledge and understanding of this region of the world. In addition, all attendees will be able to sit down one-on-one with at least three senior U.S. Commercial Service Officers stationed in these countries to develop a deeper understanding of the countries as well as the business opportunities that are available in this region.

The 18 key countries in the ANESA region—Algeria, Ghana, India, Iraq, Israel, Jordan, Kenya, Kuwait, Lebanon, Libya, Morocco, Nigeria, Pakistan, Qatar, Saudi Arabia, Senegal, South Africa and the UAE—are important importers of technologies that enable them to export their wealth of natural resources. Bilateral trade is driving these countries to build their infrastructure creating additional demand for imports. As the affluence of their citizens rise, higher standards of living are generating demand for other tiers of imported U.S. products and services.

Minnesota District Export Councils (DEC)

The Minnesota DEC is one of 56 DEC's in the United States affiliated with the U.S. Department of Commerce. The DEC's are non-profit, non-political service organizations consisting of a network of volunteers representing business, government and academia. DEC members are appointed by the Secretary of Commerce for four-year terms.

DEC's are closely affiliated with the U.S. Commercial Service's Export Assistance Centers. The combined expertise of DEC members covers many aspects needed to operate an international business. Members provide support to develop an international program and provide consensus input to the Department of Commerce on many export-related issues.

Space Is Limited—Register Now!

Since every conference attendee will be given an opportunity to meet one-on-one with at least three countries' Commercial Service Officers, space is limited and it is important to register early to ensure the best chance to meet with the country officers of choice.

To register online and to see a complete conference agenda, ANESA country profiles, and presenter bios, [visit the Minnesota District Export Council website](#). Or call the Minnesota U.S. Commercial Service office at **612-348-1638**.

Working smarter has never been easier!

www.exportassistance.com